

Fact Sheet for Picture Permit Imprint Indicia

Overview

Picture Permit Imprint Indicia (referred to as “Picture Permit”) provides an opportunity for commercial mailers to customize the permit imprint indicia on their First-Class Mail® letters and cards and Standard Mail® letters and cards with a corporate logo, brand image or trademark. Picture Permit may be used to raise brand awareness and market a company’s products and services.

The unique nature of the Picture Permit will help...

- Boost the mailpiece’s visual impact
- Potentially increase open rate
- Afford immediate recognition of a business’s corporate logos, brand images or trademarks for awareness and product promotion
- Corroborate the message of direct mailpieces and other advertisements

Highlights

- May be used with commercial presort permit imprint Full-Service IMb™ mailings of automation First-Class Mail® letters and cards and all Full-Service IMb™ mailings of Carrier Route and Automation Standard Mail® letters and cards.
- All mailpieces must include the Full-Service Intelligent Mail® barcode.
- Mail owner is responsible for the image.
- Picture Permit images must be in color.
- Customized portions of the proposed indicia design must be in color (e.g., brand images, corporate logos, and trademarks).
- Required elements of the indicia may be in black (e.g., class of mail, “U.S. POSTAGE PAID”, permit, etc.).

Pricing

- First-Class Mail® letters and cards – 1-cent fee per mailpiece (plus applicable postage)

- Standard Mail® letters and cards – 2-cent fee per mailpiece (plus applicable postage)

Mailer Participation

Commercial mailers and Mail Service Providers (MSPs) may apply to use Picture Permit at

www.usps.com/picturepermit.

The website provides the following information:

- Program Overview
- Fact Sheet
- FAQs
- Picture Permit Product Requirements
- Picture Permit Technical Requirements
- Picture Permit Template
- Registration Link
- Program Management Office (PMO) email address

Picture Permit Authorization Process

Step 1: The mailer goes to www.usps.com/picturepermit to review the guidelines and required elements and completes the online registration process.

Step 2: Once registered, the mailer will receive a link to complete the online Picture Permit application, (PS Form 3615-A), which requires permit indicia and other information. Mailer submits the signed copy of the application to picturepermit@usps.com.

Step 3: When the Program Management Office (PMO) confirms the application has been approved, the mailer will need to submit a PDF copy of the addressed mailpiece (showing envelope/card dimensions, IMb, clear zone, and proposed Picture Permit design) to: picturepermit@usps.com.

Fact Sheet for Picture Permit Imprint Indicia

Step 4: When the PDF copy of the proposed design clears the initial PMO review, the mailer will receive directions to develop and submit 500 production samples which replicate what will be printed and produced in the live mailstream. The following information is required on each sample mailpiece:

- Complete and valid destination address. Do not use the same address for all samples – must contain a variety of valid addresses.
- Picture Permit Imprint Indicia
- Full-Service Intelligent Mail barcode

Please mail samples to:

U.S. Postal Service
Attn: Picture Permit Program Office
475 L'Enfant Plaza SW, RM 5621
Washington, DC 20260-5621

USPS® Engineering will then test the designed mailpieces. The tests take approximately 45 days.

Once the mailer passes these tests, the PMO will request a mailing schedule, including dates and volumes.

Commingled Mail

The following instructions are provided for mail owners using a Mail Service Provider to submit Picture Permit mail within a Combined mailing. Mailer must comply with all requirements for participation in the Picture Permit program including but not limited to the following:

1. Complete Picture Permit Program requirements and obtain PMO authorization.
2. Pay all applicable permit and annual fees.
3. Mailing must be submitted through eDoc (Mail.dat or Mail.xml).

4. Mail Owner and Mailing Agent must be identified in the eDoc.
5. A separate postage statement must be submitted for each Picture Permit mail owner. All pieces represented on the individual postage statement must be 100% Picture Permit.
6. Mailpieces must be entered as part of a full-service automation mailing within an authorized First-Class Mail or Standard Mail Combined Mailing.
 - a. Picture Permit pieces must be part of a Full-Service mailing.
 - i. Basic service automation pieces may be included and qualify for payment of the Picture Permit fee within the Combined mailing.
 - ii. Pieces subject to the Picture Permit fee must be properly identified in the eDoc to reflect the total count in the Extra Services section of the postage statement.
 - b. Non-Automation price (machinable or presort) mailpieces may be submitted and qualify for payment of the Picture Permit fee under the following conditions:
 - Machinable/presort mailing is presented as a combined mailing and supported by electronic documentation and separate postage statement by client.

OR

 - Machinable/presort mailing is presented as a separate identical weight presort mailing for just the Picture Permit pieces.
 - Single-piece Picture Permit pieces may qualify for payment of the Picture Permit fee when

Fact Sheet for Picture Permit Imprint Indicia

prepared and presented in
groups of 100 by ounce
increment.

7. Picture Permit piece counts will be verified in conjunction with the Mail Piece Count Verification performed at time of acceptance.
8. Mail owner must be listed on Customer Mail Report.
9. Mail Service Provider must submit upon request a report by Picture Permit client showing the total number of pieces by qualifying ZIP CODE.

Mail Service Providers (MSPs) Acting on Behalf of the Mail Owner

Mail owners are fully responsible for the images appearing on the Picture Permit space. Mail owners may give their permission to an MSP to apply for Picture Permit Imprint on the mail owner's behalf.

Upon request, the MSP must produce authorization to the Program Management Office (PMO) when acting on behalf of the Mail Owner. This authorization may be requested as determined necessary by the U.S. Postal Service®, the U.S. Postal Inspection Service®, or their agents.

PMO Contact Information

By Mail:

U.S. POSTAL SERVICE
ATTN: PICTURE PERMIT PMO
475 L'ENFANT PLAZA, SW, RM 5621
WASHINGTON, DC 20260-5621

By E-Mail:

picturepermit@usps.com